



Purchasing Department  
530 Water Street  
Oakland, CA 94607

**February 21, 2019**

## **ADDENDUM No. 2**

### **RFP No. 18-19/08 – Digital Display Content Management System**

This Addendum modifies the original RFP Documents for the above-mentioned RFP. **Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your proposal.**

**The following questions were submitted by the deadline and are answered in this addendum.**

1. Question: Can companies from outside USA apply for this RFP project (example: India or Canada)?

*Answer: Yes*

2. Question: Is there a requirement for companies to come over for meetings?

*Answer: Meeting can be attended by phone, skype, webex, etc., but onsite is strongly recommended.*

3. Question: Can we perform the tasks (related to RFP) outside USA, (like, from India or Canada)?

*Answer: Depending on the proposed solution.*

4. Question: Can we submit the proposals via email?

*Answer: No, all proposal must be received or hand delivered before the due date and time.*

5. Question: How can we get a list of plan holders? We are looking for partners for this RFP.

*Answer: Yes, please visit the Port of Oakland website to view the list of plan holders as 01/30/2019.*

6. Question: At some point in the RFP the word interactive comes up. Do you expect a system capable of driving screens with which passengers may be able to interact, through touch for example?

*Answer: No interactive screens are planned at this time. We have replaced some static signage with dynamic signage for wayfinding (Southwest Baggage this direction, etc), but would like to schedule the signs around flight activity.*

7. Question: Within the functionalities of the system, are you expecting to have passenger tracking and interaction with them through Smartphones (apps, push messages, etc.)?

*Answer: No*

8. Question: What are the system's requirements in terms of reporting and monitoring?

*Answer: Only that if a display computer is not communicating, that an alert be sent to designated staff.*

9. Question: If the intent is to keep, if possible, the PCs driving the current screens, could you share an inventory of these PCs detailing their specifications and installed software?

*Answer: If the can be used yes. See Attached for current player specifications.*

10. Question: If we recommend changing out the media players, would OAK be providing the installation labor and procuring the physical player hardware or should the Vendor assume they will be doing the installs and procuring the hardware on OAK's behalf?

*Answer: OAK will provide all installation labor, hardware should be quoted in the proposal as an option.*

11. Question: What will the process be for the Vendor to gain remote access into OAK network to monitor and maintain equipment?

*Answer: Remote two-factor access is routinely provided and spelled out in the maintenance contract.*

12. Question: Is the port a tax-exempt entity?

*Answer: No, the Port is not tax-exempt.*

13. Question: Section III.5: Will the selected contractor be allowed to negotiate the PSA in good faith to incorporate their standard Master Software and Services Agreement into the PSA as needed?

*Answer: This would need to be discussed during the negotiation stage once a firm has been selected.*

14. Question: Page 9 of the document makes a reference to a 5-year "Third Level Maintenance Support Agreement" which will be executed separately. We do not see documentation on this specific reference. Would OAK please provide a copy of this agreement for review?

*Answer: Same boiler-plate PSA, but scope will detail recurring costs related to licensing and support.*

15. Question: Page 10 of the document states that "the selected Consultant/Contractor will be required to comply strictly with the Port of Oakland's policies and practices for sensitive information." We do not see documentation on this specific reference. Would OAK please provide a copy of this security agreement for review?

*Answer: The Ports policy is in line with the NIST cyber security best practices.*

16. Question: Section I: Are there administrative functions that will need to be reproduced as part of the integration to the MUFIDS/AODB? If so, can the Port please detail these functions?

*Answer: This would depend on the proposed solution. This was not the intent.*

17. Question: Section II.B.c: Can the Port please expand upon the desired Central Management and Monitoring requirements?

*Answer: One dashboard for reviewing system state and making administrative changes is desired.*

18. Question: Section II.C.a: What is the system uptime (SLA) requirement? If the Port is to start with wayfinding and grow into EVIDS and visual paging (and other more mission critical applications), is it a logical assumption that the SLAs would start more basic and then be contracted for a higher level when the mission critical applications are implemented?

*Answer: The intent is to phase the screen cut over based on screen location, not the individual systems integrated. All screen \ data need to be integrated before anything is implemented in production.*

19. Question: Section II.C.c: Will there be any video streaming uses cases for video content support? If so, can the Port please expand upon these use cases?

*Answer: The proposed system needs to be able to play a video file.*

20. Question: Section II.C.d: Who is the current AODB/MUFIDS provider?

*Answer: Amadeus Ease & RMS*

21. Question: Section II.C.d: Are there other API's beyond the MUFIDS/AODB and visual paging that will need some form of integration for a phase 1 of this project (this assumes the MUFIDS and visual paging will be a component of the initial wayfinding applications)?

*Answer: Not at this time.*

22. Question: Section II.C.f: Is the Port's expectation that the installation/QA/etc. of standard releases of the selected contractor's platform (not releases provided in the case of any platform issue) will be installed at no charge to the Port during the 5-year support period? Or, would these be installed by the Port if/when they are deemed necessary and the selected vendor would be contracted for a fee if needed? The key here being that the level of effort to update a handful of wayfinding signs is much less than hundreds of EVIDS.

*Answer: It is the intent that during the project any updates \ bug fixes would be installed by the solution provider. Updates would be done by OAK staff. The winning proposer should be ready to train onsite staff on installing updates.*

23. Question: Section II.C.h: Some of these standards are related to construction and/or hardware, that would typically not be a standard a software platform provider would be responsible to meet directly. Can the Port please detail which of these standards apply directly to this engagement and the related software and services?

*Answer: The standards list are provided to make sure that nothing is proposed that would conflict with best industry practices. Items such as construction would not applicable.*

24. Question: Section II.D: Does the Port currently utilize a common use platform? If so, what platform and are there integration points to be considered, such as for template control or otherwise?

*Answer: Amadeus Ease and RMS. The intent was that items such as template control continue to be created and administered in the Amadeus solution. If there is a better way within the proposer's solution, it should be stated.*

25. Question: Section II.D.b: Are the visual paging displays standalone or integrated with other applications/displays (such as wayfinding)?

*Answer: Currently Standalone.*

26. Question: Section II.F: Can the Port please share the specification of the Windows media players that are currently in use?

*Answer: See answer to question 9.*

27. Question: Section IV: Understanding the requested page limits, are vendors allowed to append any additional information that may be necessary for a full and compliant response (e.g., legal review information, infrastructure diagrams, etc.) and not have these appendixes count against the page limits?

*Answer: Yes, but add them as an appendix and limit your response to the bare minimum. We are not looking to review a bunch of legalese or marketing brochures.*

28. Question: Section IV.5: Should the proposer's response include the initial wayfinding applications or only the establishment of the platform itself? If the former, could the Port define the scope further?

*Answer: There is no intent to deliver interactive wayfinding or mapping, just the signage to direct people throughout the airport.*

29. Question: Section V.N: Can the Port we further define the purpose of the statement related to Taxes?

*Answer: The Port is required to pay City of Oakland (local) sales and use taxes of 9.25%. If you are proposing any hardware as part of your solution (or if any of your services is taxable), please make sure to quote the tax (if applicable) at 9.25%; otherwise, the Port will assume your quoted price includes all taxes and your firm will be responsible for the taxes. If there is any Federal or State taxes required for your solution, please also make sure to include them.*

30. Question: Reference II, D.a.e, is it the intention of OAK to drive all 304 displays with the new digital signage platform?

*Answer: Yes, with the ability to move more critical info to other screens in the case of a screen failure. This would allow the airport staff to replace the screens after hours and not impact the traveling public.*

31. Question: Reference II, D.a.e, can OAK provide fairly close-up pictures, at least one of each type, of existing screens so that we can see what information is required and generally how it is laid out?

*Answer: See attached.*

32. Question: Reference II, D.a.e, is there currently a plan to phase the rollout? For example, are there areas that should be prioritized over others for any reason?

*Answer: Yes, the rollout can be done in phases to minimize customer impact.*

33. Question: Reference II, D.b., does the IED paging system have an API available from which to inject visual paging information?

*Answer: Please contact Atlas Innovative Electronic Design (IED) for questions on their system and possible API's..*

34. Question: Reference II, D.b., what do the visual paging displays show when there is no active audio-visual paging?

*Answer: A list of pages over the previous two hours. When no pages within two hours, a banner that says Visual Paging at Oakland International Airport. See attachment.*

35. Question: Reference III, S, how many single channel DDCs and how many dual channel DDCs are required to be driven within the scope of this initial project?

*Answer: Approximately 120 single, and 184 Dual.*

36. Question: Reference II, D.c., please provide details about the 14 wayfinding sign locations. How many are currently digital? What is the make, model and size of the displays? What is the make and model of the display controllers? Can the airport provide pictures of each location?

*Answer: Eight of the displays are located at the ramp leading to the Terminal 1 security checkpoint. Six are entering the concourse post Terminal 1 security checkpoint. (See attached.)*

37. Question: Please confirm these are directional wayfinding displays and not interactive wayfinding kiosks.

*Answer: Correct, directional wayfinding. There are no interactive kiosks at OAK.*

38. Question: Reference II, D.d., aside from an interface to Amadeus' AODB for flight information and IED's PAS for visual paging, are other integrations/API's required as part of the initial project rollout?

*Answer: Not at this time.*

39. Question: Reference II, D.e., regarding the advertising content. Are digital ads full-screen, or are there instances where they will be displayed on the same page, and at the same time as, flight information?

*Answer: Current Ads are single jpgs on dedicated and rotated on a loop.*

40. Question: Reference II, D.f., there is a requirement that states, "Install any maintenance\service packs, updates, patches and fixes as required throughout the project." Please confirm that this only applies only to hardware that the vendor is proving new as part of their proposal. If not, how have these updates been maintained to date, and conform that they are all currently up to date.

*Answer: The intent was that during the test and implementation the vendor would install any patches or updates to their solution. The expectation is that OAK staff will be trained on how to do 1<sup>st</sup> and 2<sup>nd</sup> level support that would include installing patches and updates once the system is in production and for the life of the agreement.*

41. Question: Reference II, D.d., please provide details (make, model, OS, resolution) about the existing display controllers (DDCs).

*Answer: See attached.*

42. Question: Reference II, D., how are the existing players mounted?

*Answer: Standalone visual paging PC's are located in the nearest IDF and extended by video extenders (These are going to be changed for a local PC this summer). All other computers are mounted with bracket either behind their monitor, in the cabinet, or in the case of the ticketing monitors above the counter. These PC's are mounted in the ceiling between the two monitors they are connected to.*

43. Question: For estimating purposes, please provide details of the Amadeus flight data as either a sample of several flight records or API documentation, including codeshares and/or down-leg cites, such as Southwest flies.

*Answer: The Port would advise you to contact Amadeus about their solution.*

44. Question: Does OAK have existing spare inventory of DDCs/ media players. If yes, how many and can you provide details about the players?

*Answer: We do have spares. See attached for PC models.*

45. Question: What data sources do the flights, Gates and Visual Paging systems supply? (It would be useful if we could see the data scheme and /or if these systems provide an API)

*Answer: All proposers can reach out to Amadeus or Innovative Electronic Solutions for information on their solutions at OAK.*

46. Question: What is the format or type of the Database?

*Answer: See question 45.*

47. Question: How many different data sources for the database (baggage different from gate information etc.)?

*Answer: See question 45.*

48. Question: Is there an API for the Database?

*Answer: See question 45.*

49. Question: Who will be designing the graphics for the Signage Displays? Is this in house and 3<sup>rd</sup> party or would they want to contract us to do this?

*Answer: Both in House and a 3<sup>rd</sup> party. No content development is expected with this contract. The intent is to use the existing graphics for the implementation.*

50. Question: Are there any Videowall requirements?

*Answer: No.*

51. Question: Will there be any live video feeds and is encryption required?

*Answer: No.*

52. Question: Will the network have multicast support?

*Answer: It is not currently configured for Multicast, but can be.*

53. Question: I would like to request documentation of the APIs needed to display flight times, arrivals, gates, visual paging, etc. Is this what is found in your current MUFIDS? If so, how do we go about gaining access to that platform to understand the scope of integration into our CMS or is this info something that can be pulled from the following services?

- <https://www.oag.com/flightview-flight-status>
- <https://aviation-edge.com/premium-api/>
- <https://www.atlasied.com/transportation-solution>

*Answer: See question 45. As long as the data is near real time, OAK is not opposed to using 3<sup>rd</sup> party feeds to drive flight information.*

54. Question: What bonding is required for this project?

*Answer: No bonding is required for this project.*

55. Question: Is this project tax exempt?

*Answer: No, the Port is not tax-exempt.*

56. Question: What licenses, if any, are required for configuration and installation of a software system in the Airport?

*Answer: None are required.*

57. Question: What is the small business MBE/DBE goal? Is there a list of certified vendors that the Port of Oakland can release?

*Answer: There is not an MBE/DBE goal for this project. A list of certified vendors can be located at [srd.portofoakland.com](http://srd.portofoakland.com).*

58. Question: Is the digital display content system provider expected to provide graphic design and develop multi-media content?

*Answer: No.*

59. Question: Are there any video walls for the current system? If so, what is the make/model of the displays being used?

*Answer: No.*

60. Question: Are there any video walls designated for the new system? If so, how many screens per video wall, and in what layout?

*Answer: No.*

61. Question: What is the existing airport operational database system? Is there any interface control documentation for pulling / receiving data from this system? What other feeds would be used for scheduling?

*Answer: See question 45. An outside feed can be used as long as it is near real-time.*

62. Question: Does this RFP have specific requirements for additional interface capabilities besides the AODB, MUFIDS, and Paging System? For example, is this just an interface to get media content in/out of the system (images, web links, video, snippets, etc.). Or is this a broader term for whatever the Airport Authority desires to be an input / output of the system? Or is this merely the “ability” to interface with one or more external systems, with future interfaces to which the external systems will need to be provided under a separate procurement?

*Answer: The overall goal is to take the four main content types, flight information, visual paging, ad, and directional wayfinding into one solution that we have more control on when content is shown and where. There is no current plan to bring other data sources in other than additional screens for these types. Does this mean full integration or just capturing video from one pc and making it available to multiple screens? All depends on how your solution works and your firms experience with delivering content in venues such as airports.*



63. Question: (As a follow up to question 62) does this RFP have specific requirements for this item? What systems are to be monitored?

*Answer: OAK is hopeful that at the very minimum, it can get alerting to when a PC\DDC is not communicating.*

64. Question: Will the test system be temporary, or will it be staged as a test lab for the duration of the contract?

*Answer: Depending on the system and how complicated it is, \The IT group and the vendor make a decision if a persistent test environment is required. Proposers can recommend or not recommend if they think an ongoing test lab is needed.*

65. Question: Is this suggesting that flight schedules and visual paging systems already exist, and this requirement is just an API interface to request the data from each subsystem? Or does the airport authority expect the content management system to include flight schedules (say from an AODB) and a visual paging module?

*Answer: Both systems already exist and are in use at OAK.*

66. Question: How many PCs (digital display controllers) are being used in the current system?

*Answer: Approximately 200.*

67. Question: Will the 15 advertising screens that are currently under separate contract be used at a later date for displaying information from this digital content management system?

*Answer: The 15 screens mentioned are free ads supplied by OAK for concessions and other in terminal info. We do desire to have them be feed by the digital content management system. The other in terminal ads that are under separate contract are not intended to be part of this system.*

68. Question: Will the Digital Content Management System replace the existing FIDS system?

*Answer: That was not the intent.*

69. Question: Will any of the 253 Flight Information display screens be driven by the Digital Content Management System for content other than flight information?

*Answer: That is the hope. As an example, when there is no flight at a gate, OAK would like to display other content like OAK self-promotion content. Two hours before a flight is scheduled, have the gate information be displayed.*

70. Question: Will there only be 15 dedicated multi-media display screens (advertising)? If so, will they be individual screens or in banks of 2 or more?

*Answer: Currently, but the hope is that if we want to expand that, we could easily push content to any screen anywhere as long as the orientation and resolution was a match.*

71. Question: Of the 14 way-finding displays, how many are dynamic?

*Answer: All.*

72. Question: Is the current wayfinding information interactive? If so, who is the wayfinding software vendor?

*Answer: No, there are no interactive wayfinding kiosks or screens. This would be done as a separate solution in the future if OAK decides to add and the intent is not to feed these into the proposed system.*

73. Question: Are new workstations required for this system? If so, how many?

*Answer: No.*

74. Question: Are existing workstations to be used? If so, what operating system is on these computers?

*Answer: They can be, if the proposed solution would benefit from a different pc\DDC, then the proposer should quote that as an option.*

75. Question: What is the make and model of the screens that will have information by the digital content management system application?

*Answer: See attached.*

76. Question: What are the specifications for the existing PCs (digital display controllers) driving the existing signage?

*Answer: See attached.*

77. Question: How many DDCs are currently being used?

*Answer: See answer 67.*

78. Question: How many screens are currently in portrait orientation? In landscape? Will the orientation stay the same when the digital content management system is deployed?

*Answer: Approximately 231 Landscape and 73 portrait. The intent is to keep the existing orientations.*

79. Question: What is the current screen resolution?

*Answer: See Attached.*

80. Question: Who is responsible for providing content for the duration of the contract?

*Answer: The Port of Oakland \ Oakland International Airport.*

81. Question: Is the digital display content system provider expected to provide graphic design and develop multi-media content?

*Answer: No.*

82. Question: When is contract expected to be awarded? When is the Notice to Proceed expected?

*Answer: Sometime in the summer 2019. NTP in early fall 2019.*

**There are no other questions to RFP No. 18-19/08.**

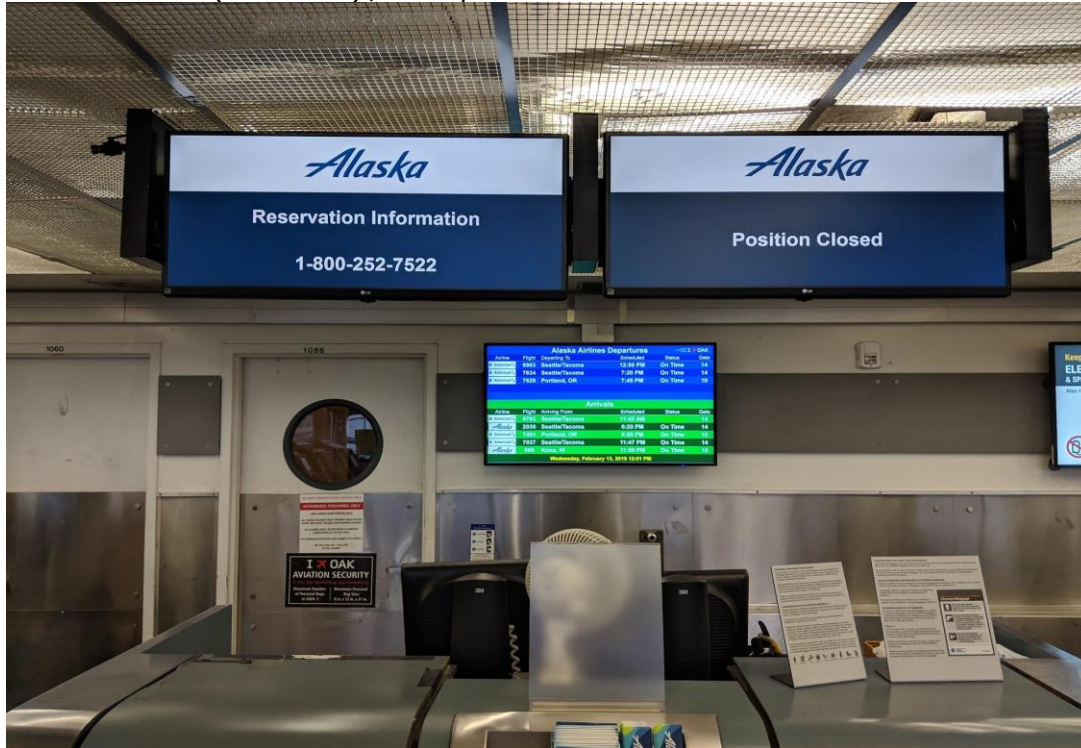
**ADDENDUM No. 2**  
**(Attachment)**

**RFP No. 18-19/08 – Digital Display Content Management System**

Ticket Counter

LG 34 inch Small LCD (2560x1080) /Intel NUC5CPYB

NEC 46 inch LCD (1920x1080) / Dell OptiPlex 3046 DDC



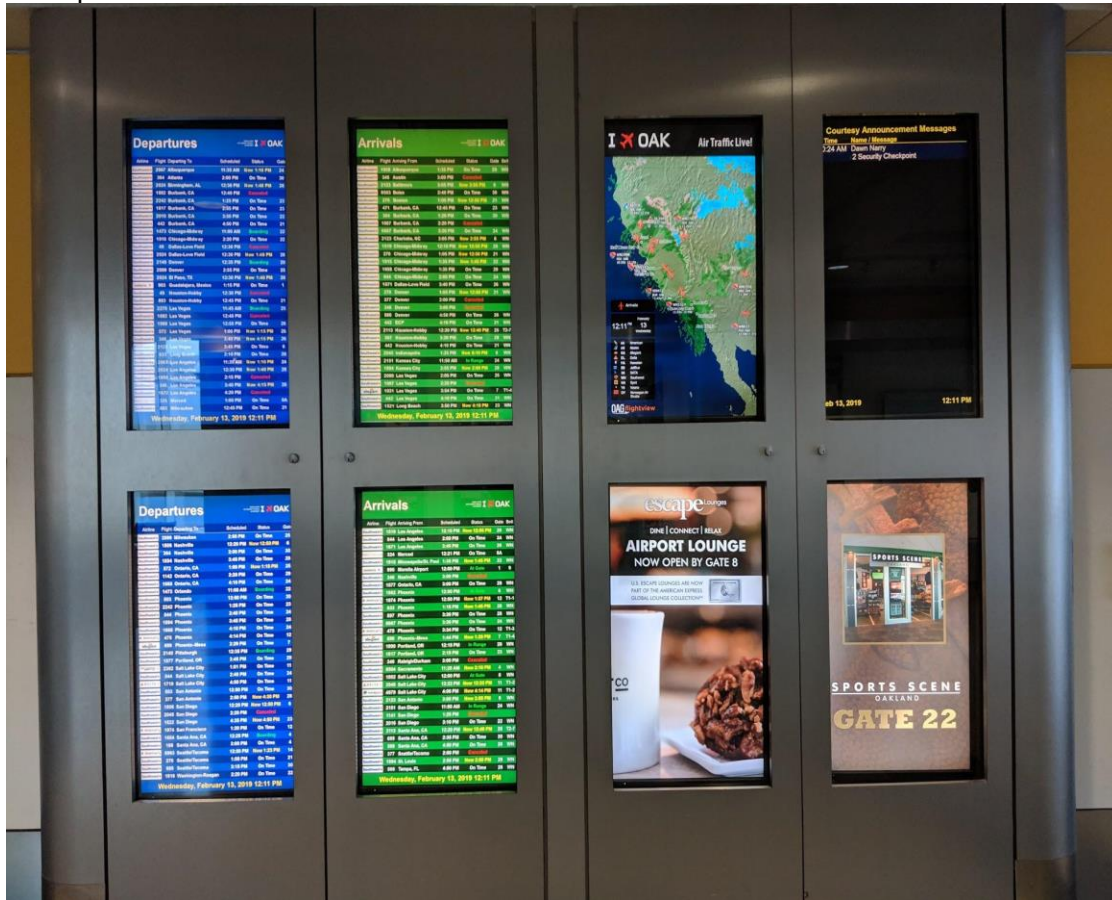
Steel Overhead Display

NEC 40 inch display (1080x1920)

Dell OptiPlex 3046 DDC



CAB  
 NEC 40 inch display (1080x1920)  
 Dell OptiPlex 3046 DDC



Digital Wayfinding  
 86 inch  
 Intel NUC7i7BNH





Port of Oakland Content  
NEC 40 inch LCD (1920x1080)  
Intel NUC



GID  
NEC 40 inch LCD (1920x1080)  
Dell OptiPlex 3046 DDC



BID  
NEC 55 inch LCD  
NEC OPS-PCAF Blade

